



# Research Evaluation of the SALT LAKE CITY 2002 WINTER OLYMPICS

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*“We briefly doubled your  
population, you forever  
doubled our spirit. Thank you  
Salt Lake.”*

VISA Advertisement



# OLYMPIC GLORY!



“These were the *fun* Olympics, the *safe* Olympics, the *friendly* Olympics, the *compact* Olympics, the *demographically blessed* Olympics, and the *telegenic* Olympics...

... But these were also the *sour grapes* Olympics with protested results, manipulated judges, threatened withdrawals, angry email messages, and new-age doping techniques. . . .

... For most Americans, these were the Winter Games that worked. *Ultimately, the Salt Lake Games conferred upon the Olympic movement a modern blueprint for how to run a Winter Games that are cozy, attractive to a younger audience and with significance and sizzle.*”

-- Excerpts from New York Times columnist Bill Pennington

“*Riveting Sports and Angry Backlash*” February 24, 2002



# Good Time

**WAS A “FUN” ATMOSPHERE A KEY ELEMENT IN  
YOUR OLYMPIC EXPERIENCE?**

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**SALT LAKE CITY 74%**

**SYDNEY 67%**

**ATLANTA 17%**

(Survey conducted during the Games for the IOC. )

# Olympic Visitor Estimates

**Utah!**  
*Where ideas connect*

## **220,000 TOTAL VISITORS**

- 90,000 Domestic Visitors
- 15,000 International Visitors
- 64,000 Sponsors & Guests
- 15,000 Olympic Organizations
- 15,000 News & Media
- 15,000 Security Personnel
- 6,000 VIPs



# Economic Rewards

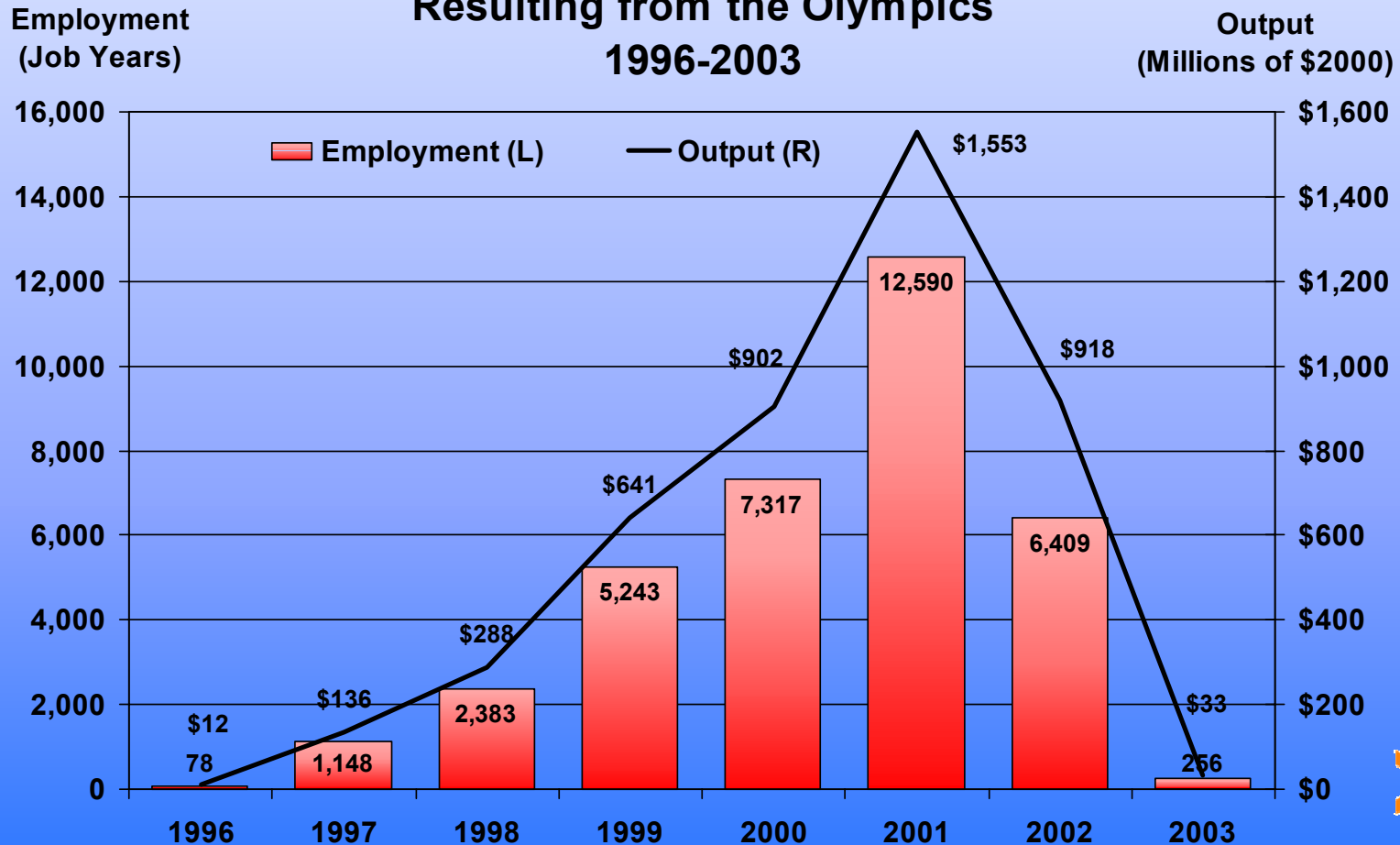
## **TOTAL ECONOMIC OUTPUT FROM THE OLYMPICS** **\$4.8 BILLION**



- Employment – 35,000 Job Years
- Income – \$1.5 Billion
- Infrastructure Investment – \$435 Million
- Visitor Spending – \$123 Million
- Net Revenue to State & Local Government – 76 Million

# Timing of Economic Impacts

## Employment & Output Impacts Resulting from the Olympics 1996-2003



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SOURCE: Governor's Office of Planning & Budget, Nov. 2000



# Financial Success



## **SALT LAKE OLYMPIC COMMITTEE BUDGET \$1.9 BILLION**

<b>Operating</b>	<b>\$840 million</b>
<b>Venue construction</b>	<b>\$413 million</b>
<b>Security, Transit, Highways</b>	<b>\$382 million</b>
<b>Olympic Village, Venues</b>	<b>\$225 million</b>
<b>Paralympics</b>	<b>\$ 80 million</b>

**SLOC finished with a \$100-million PROFIT!**



# Olympic Legacy

## Distribution of \$100 million surplus



- **Utah Athletic Foundation** **\$72.0 Million**  
Utah Olympic Park  
Kearns Speedskating Oval  
Soldier Hollow
- **Olympic Legacy Plazas** **\$10.2 Million**  
Gallivan Center (Hoberman Arch)  
University of Utah (Cauldron)
- **Charitable Donations** **\$11.5 Million**
- **Business Credits (USOC)** **\$7.0 Million**



# Olympic Infrastructure

- **Utah Olympic Park**
  - one of three bobsleigh tracks in North America
  - one of two ski jump facilities in the U.S.
- **Soldier Hollow**
  - new access road, water & irrigation systems
  - 28 kilometers of cross-country trails
- **University of Utah**
  - Olympic Village (3,500 student housing capacity)
  - Rice-Eccles Stadium (46,500 spectators)



# Olympic Infrastructure

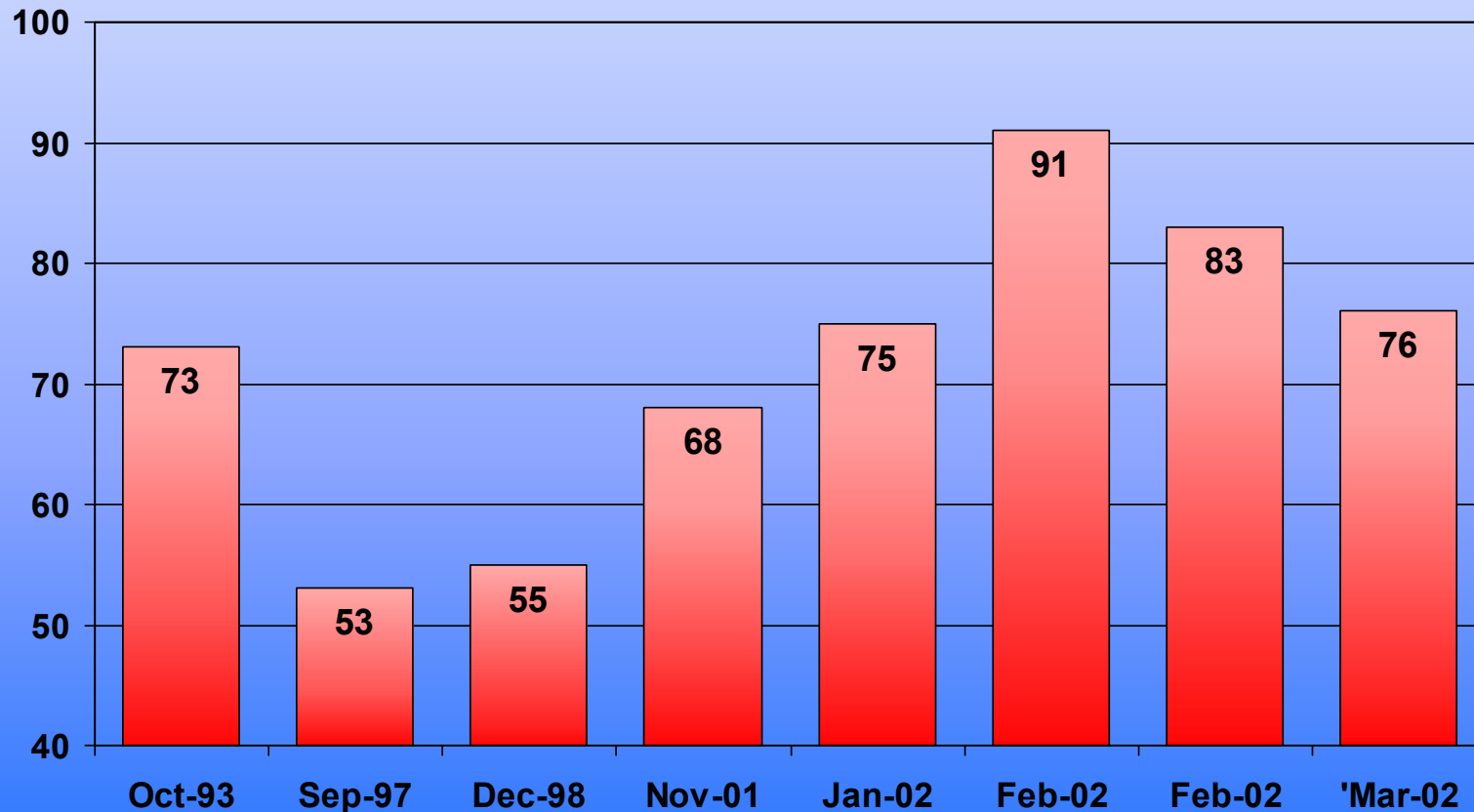
- **Utah Olympic Oval**
  - Fastest speed skating oval in the world
- **Transportation**
  - I-80 Silver Creek & Kimball Junction
  - Trappers Loop Road
  - Light Rail Lines
- **Lodging Market Expansion**
  - Increases in size and quality
- **Ski Resort Expansion**
  - Investment at all resorts



# Local Resident Support

## Resident Support for the 2002 Olympic Winter Games

Percent



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# State Hosting Efforts



- ***Torch Relay*** - 1.5 million spectators saw the Utah van. More than 3,600 business contacts were made at 10 receptions during the relay.



- ***Olympic Receptions*** – 96 state-sponsored receptions with 18,400 participants including investors and trade delegations from 21 countries and numerous local, national and international business executives.

- ***Government Dignitaries*** – Leaders from 77 countries and 8 presidential Cabinet officials hosted.



- ***Utah Media Center*** – Hosted non-accredited media. Housed CBS, ABC, ESPN, CNN, EBU; registered over 1,500 journalists; filed more than 2,000 stories; held 82 news briefings; hosted more than 4,000 visitors; coordinated over 50 familiarization tours; and facilitated contacts for 26 sponsors from around the state.



- ***Western State Discovery Center*** – Hosted more than 90,000 visitors in tri-state information center.



# Media Themes

## Before

**Security**

**Finances**

**Mormons**

**Visitor Guide**  
(Accommodations, Tickets,  
Restaurants, Attractions)

## During

**Athletic Performances**

**Skating Controversy**

**Athlete Diversity**

**Doping**

**Political Antagonism**

**Fashion (Roots, Berets)**

**Advertisers/Marketing**

**Business Environment**

## After

**Operational Success**  
(Financial Surplus, Transportation,  
Technology, Security, Venues)

**Economic Impact**

**Doping**

**Mitt Romney**

**Athlete Endorsements**

**Volunteers**

**Olympic Legacy**





# Unprecedented Marketing Success



***The 2002 Olympic Winter Games established marketing-related records in the areas of broadcast, ticketing, and sponsorship***

- 2.1 billion viewers in 160 countries and territories amassed 13.1 billion viewer hours
- More than 1.5 million tickets were sold, representing 95% of the available tickets
- The OPUS local sponsorship program generated a total of \$876 million for SLOC and the U.S. Olympic Committee





# Television Audience

**2.1 billion viewers worldwide watched coverage of the Games  
an average of 6 hours and 15 minutes!**

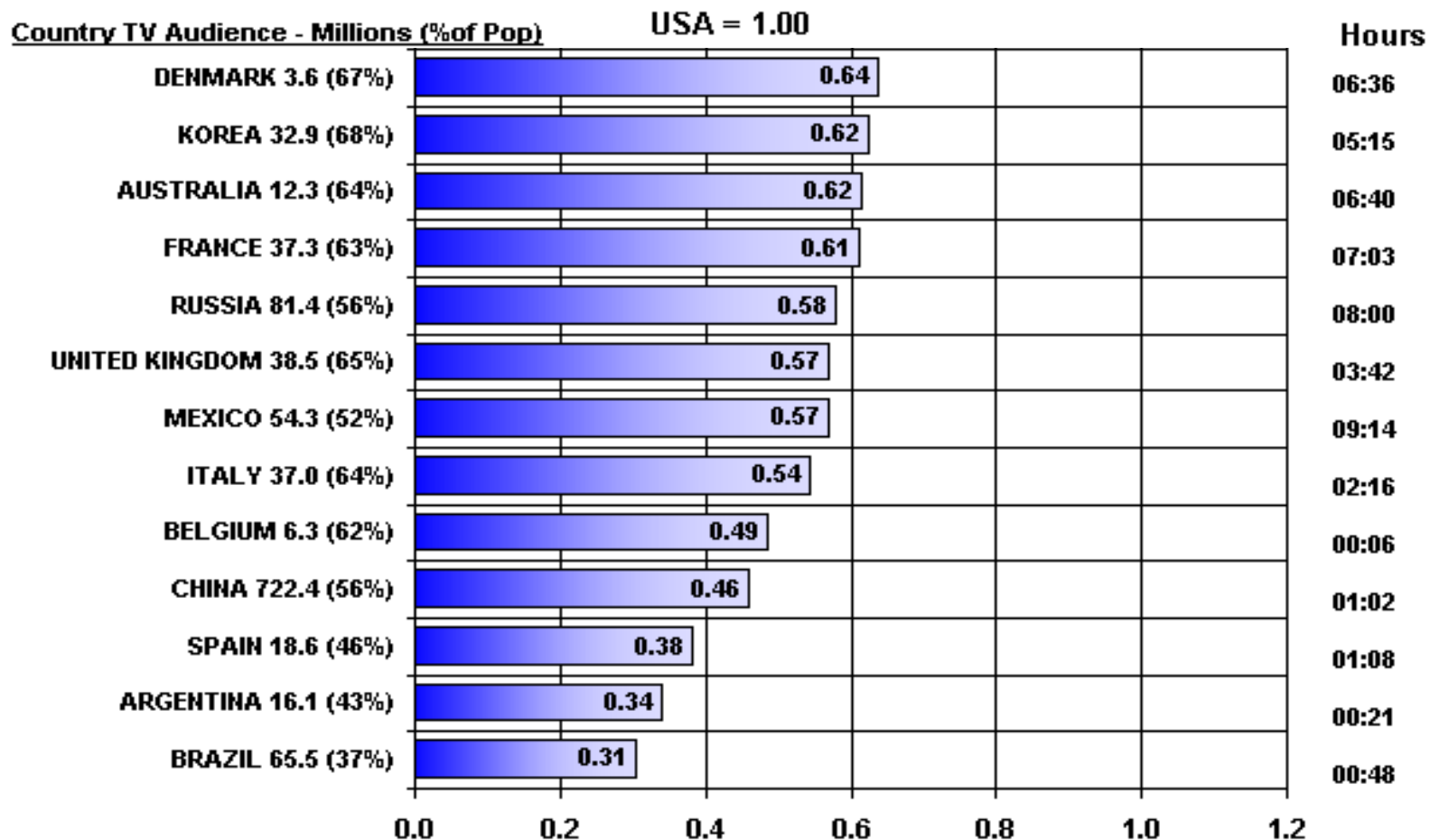
## OLYMPIC BROADCAST COMPARISON

(Indexed by Audience Market Share & Hours of Viewing)

Country TV Audience - Millions (% of Pop)		USA = 1.00	Hours
NORWAY	3.6 (79%)	1.12	28:42
FINLAND	4.3 (83%)	1.03	22:15
CANADA	27.6 (88%)	1.02	19:13
UNITED STATES	177.5 (64%)	1.00	28:55
SWEDEN	7.8 (89%)	0.98	16:43
CZECH REPUBLIC	9.4 (92%)	0.94	13:00
JAPAN	102.1 (80%)	0.94	17:43
POLAND	25.5 (66%)	0.87	20:20
GERMANY	70.5 (85%)	0.86	10:51
SWITZERLAND	6.2 (85%)	0.85	10:35
NETHERLANDS	13.9 (87%)	0.83	08:31
AUSTRIA	6.4 (79%)	0.79	10:05

## OLYMPIC BROADCAST COMPARISON

(Indexed by Audience Market Share & Hours of Viewing)



# Television Audience

## U.S. Highlights

- Total audience of 187 million viewers watching 27 hours of Olympic coverage
- NBC out-performed all other networks combined with its prime-time slot. Rating average 149% above regular network programming
- Olympic “halo” boosted ratings for other programs (Today Show, Dateline, Nightly News, Tonite Show, and NBCSports)
- Huge Cable Audience (1.7 million per day)
  - CNBC tripled average audience
  - MSNBC quadrupled average audience



## Global Highlights

- Men's Gold Medal Hockey achieved highest ever TV audience in Canada
- Eurosport reported total audience of 132 million viewers (more than the 1998 world cup)
- Late night women's curling in the U.K. attracted the same audience as FA Cup Final (1<sup>st</sup> Division Soccer)
- German viewership tripled Nagano Games with regular audiences of more than 10 million a night
- More than 100 million viewers from Japan watched 17 hours each even with the unfavorable time zone



# Public Relations



- **Estimated value of print media exposure during the Games:  
\$22.9 million (tourism themes only)**
  - \$22.0 million – National and Syndicated stories
  - \$89,100 – Features from Sport's Illustrated "Dailies"
  - \$89,800 – USA Today stories
  - \$420,300 – US Daily Newspapers from major markets
  - \$367,600 – Southern Utah stories

**2001 Pre-Olympic Public Relations Campaign: 109.9 million impressions**



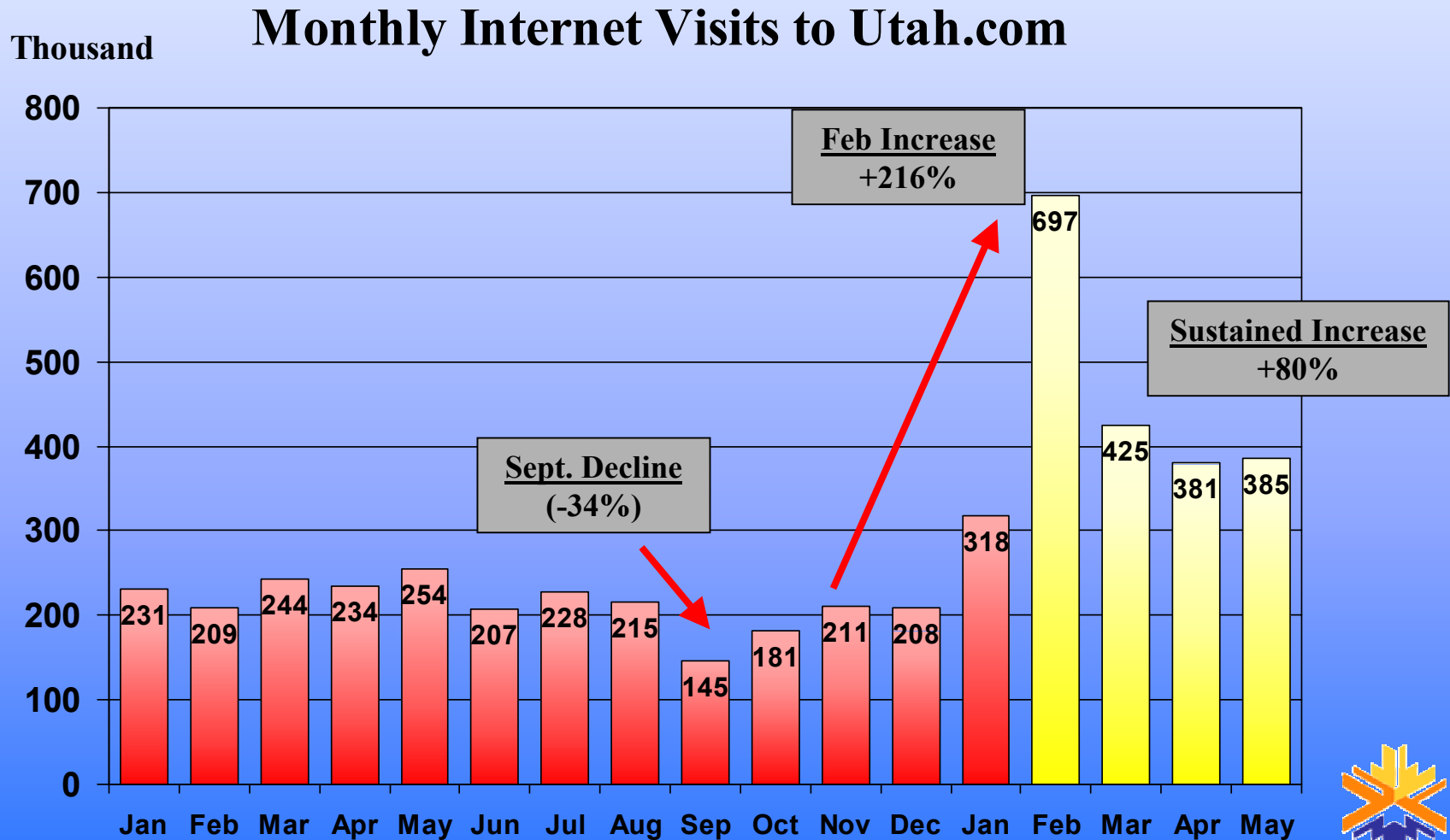
# Advertising



- **Television ad promoting Utah tourism aired in select markets reaching 6.1 million people during closing week of the Games.**
  - **Los Angeles**
  - **San Francisco**
  - **San Diego**
- **Follow-up ad aired during March 24<sup>th</sup> to April 7<sup>th</sup> in additional markets reaching 7.6 million people.**
  - **Los Angeles**
  - **San Francisco**
  - **San Diego**
  - **Las Vegas**
  - **Portland**
  - **Seattle**
  - **Dallas**
- **2.2 million passengers viewed the 27-minute Bud Greenspan film, *Discover Utah!*, during Delta Airlines' domestic and international flights.**



# Sustained Interest in Utah



SOURCE: Utah.com



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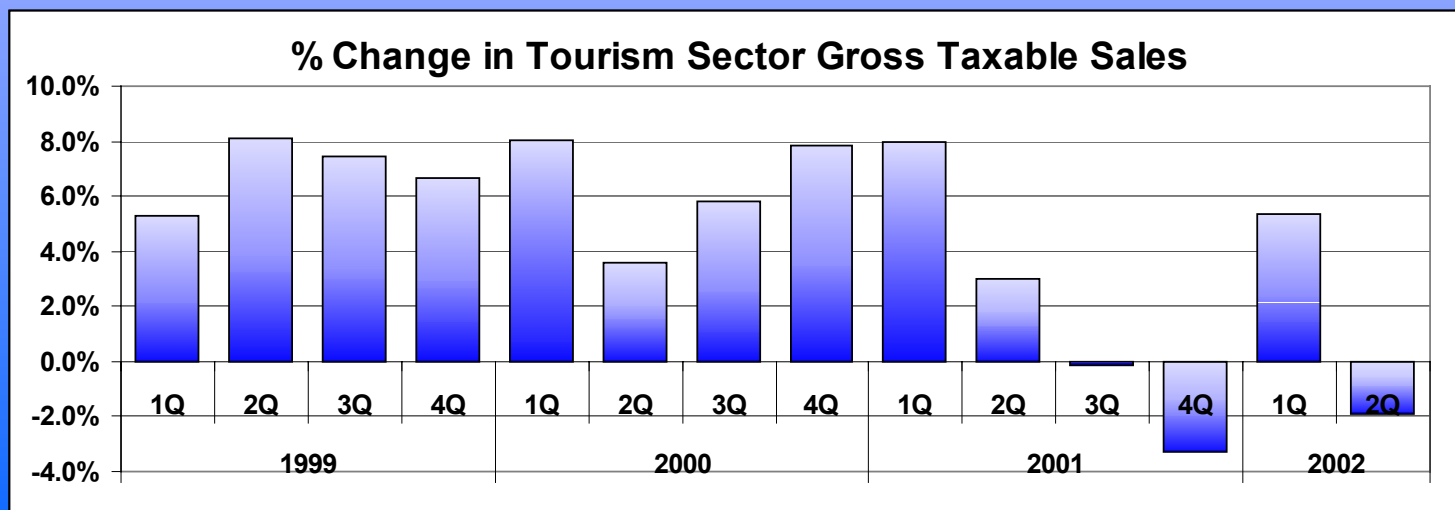
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# An Olympic Boost

**During the first quarter of 2002, there is evidence of a strong overall boost in tourism activity with a few tradeoffs.**

VOLUME INDICATORS	
INDICATOR – 1 <sup>st</sup> Quarter 2002	% CHANGE
Salt Lake Int'l. Airport Passengers	-6%
Utah National Parks	+30%
Utah State Parks	+42%
Utah Skier Days	-9%
Utah Welcome Centers	+11%
Stateline Interstate Traffic	+8%
Statewide Hotel Occupancy Rate	+4%
Utah.com Website Visitors	+108%



# Salt Lake Attractions

Location	Feb 2002	Feb 2001	% Change
LDS Family Research Centers	34,932	61,190	-42.9%
Children's Museum of Utah	27,932	10,672	161.7%
Museum of Church History	22,909	14,024	63.4%
This Is The Place Heritage Park	17,895	2,914	514.1%
Utah State Historical Society	9,968	Closed	NA
Utah's Hogle Zoo	8,562	12,671	-32.4%
Utah Fine Arts Museum	6,323	Closed	NA
Pioneer Memorial Museum	3,540	3,214	10.1%
Utah Museum of Natural History	3,419	6,354	-46.2%
Kennecott Copper Visitor Center	2,531	Closed	NA
Hansen Planetarium	2,409	11,850	-79.7%
LDS Church Office Building	341	2,879	-88.2%
Salt Lake Art Center	Closed	3,963	NA
<b>GRAND TOTAL</b>	<b>140,738</b>	<b>129,731</b>	<b>8.5%</b>



# Visitor Information Centers



Location	Feb 2002	Feb 2001	% Change
Salt Lake CVB	162,454	84,181	86.3%
Airport	41,805	26,951	55.1%
Capitol	64,727	5,051	1,181.5%
West Visitor Center	1,218	729	67.1%
Council Hall	4,882	2,116	130.7%
Brigham City	5,918	3,872	52.8%
Echo	7,673	6,354	20.8%
St. George	7,866	7,086	11.0%
Thompson Springs	2,943	2,224	32.3%
Jensen	342	205	66.8%
VIS Center	38,000	NA	NA
Olympic Region Center	93,000	NA	NA



# Business Bonanza



- Consumer spending with Visa cards between February 1<sup>st</sup> and 24<sup>th</sup> \$172.7 million – ↑ 31% over Feb. 2001  
Specialty & Clothing Outlets – \$43 million (↑ 77% over Feb. 2001)  
Restaurants - \$15 million (↑ 57% over Feb. 2001)
- January's spending was also up 23% over last year.
- Daily spending – \$917,000 (10% more than Sydney Olympics).



- 54% downtown businesses increased sales.  
14% increased by more than 100%!  
Winners: Hotels, Restaurants, Olympic Vendors,  
and made-in-Utah products  
Hotspots: Main Street, Olympic Plaza, Gateway &  
Crossroads
- 28% indicated business reduction  
Empty: Professional Services, Businesses outside  
Olympic core region



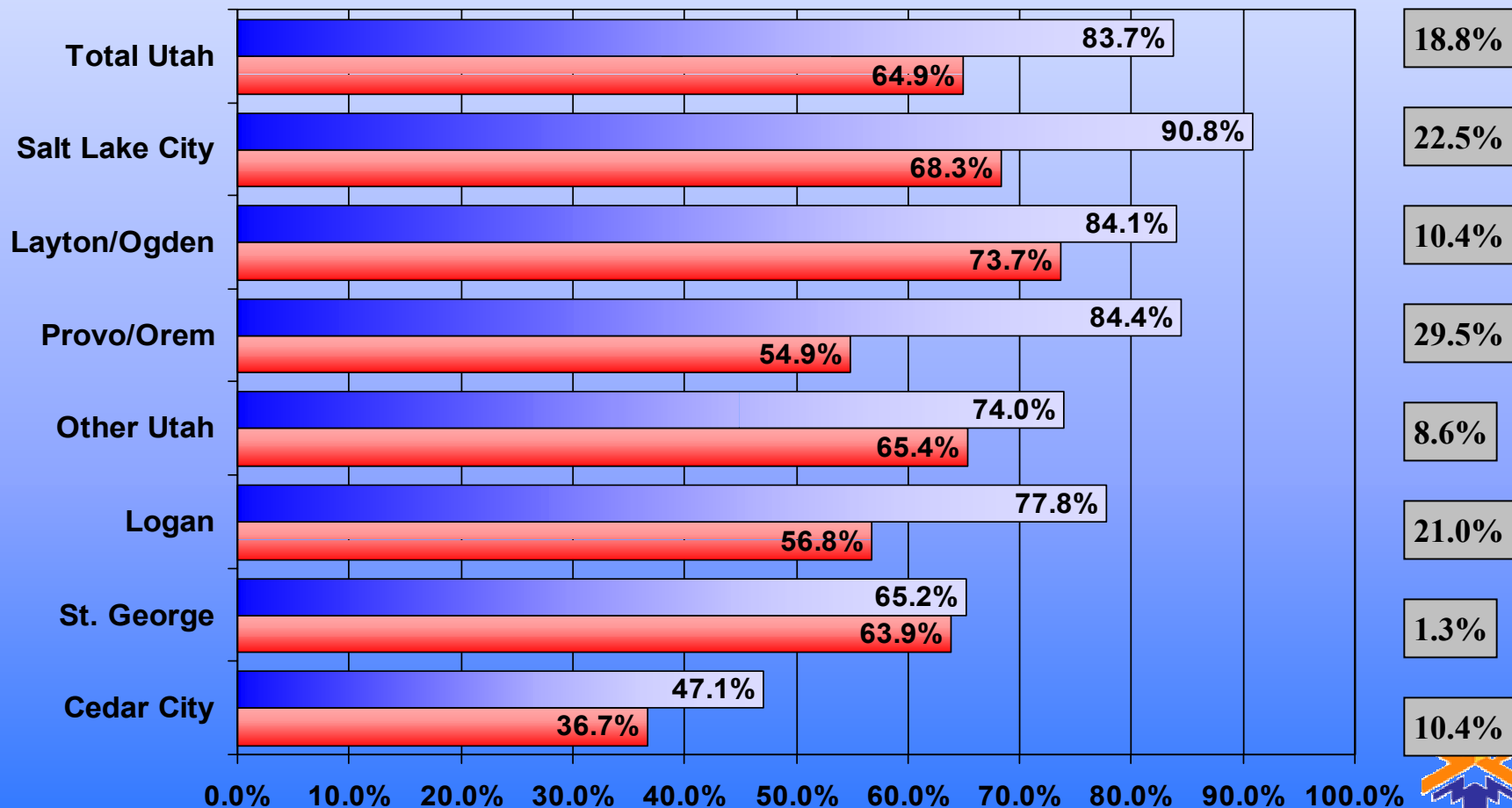
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www.saltlake2002.com

# Lodging Occupancies

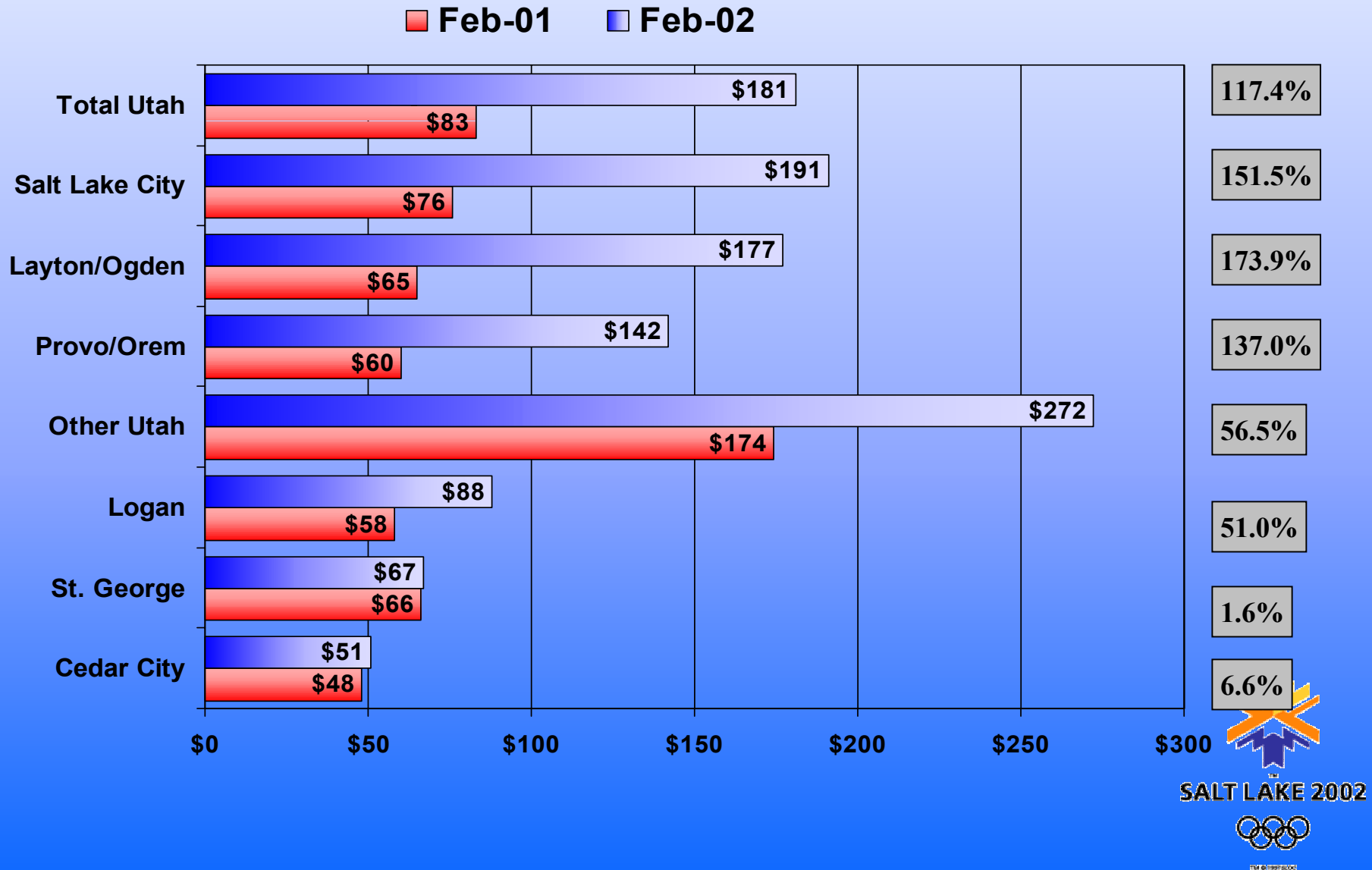
■ Feb-01 ■ Feb-02



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# Lodging Room Rates





# Ski Resort Roundup



- **Expected Declines – February numbers off by 30% to 50%.  
Absence of locals & destination visitors.**

## Better than Expected

**Park City Resorts  
Snowbasin  
Sundance**

## Worse than Expected

**Alta/Snowbird  
Brighton/Solitude**

- **Year-end results: down 9% (Colorado down roughly 5%).  
Second best opening ever and late surge in March helped  
salvage the season.**

- **\$20.02 Promotion Report – Close to 80,000 certificates distributed. Nearly 50,000 visits to the Utah.com and skiutah.com website promotion pages and roughly 3,000 calls to the ski Utah call center.**
- **Huge publicity payoff has resorts expecting record numbers next year.**



# Transportation Roundup



- **Extra Help** – 700 buses from 24 states, 29 light-rail cars from Dallas, and over 1,000 driver/operators from 47 states.
- **Record Ridership** – 1.7 million riders on TRAX (average of 100,000 per day – peak of 144,000 - compared with typical ridership of 20,000 per month)
- **Traffic Reduced** – downtown (30% to 40%) and West Valley City and Davis County (20% to 30%) thanks to adjusted schedules and heavy promotion.
- **Minor Delays** – Airport delays following Closing Ceremonies and minor congestion at Snowbasin and Kimball Junction.
- **Biggest Complaint** – No regular public transportation to Park City.
- **Positive Experience** – surveys indicated 94% had a good or excellent experience with transportation during the Olympics.



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# Airport Statistics



- Salt Lake International Airport Passengers  
1.36 million (-8.9%)
- International air traffic: +28%  
(but only 2,500 passengers)  
Chartered Flights from around the world

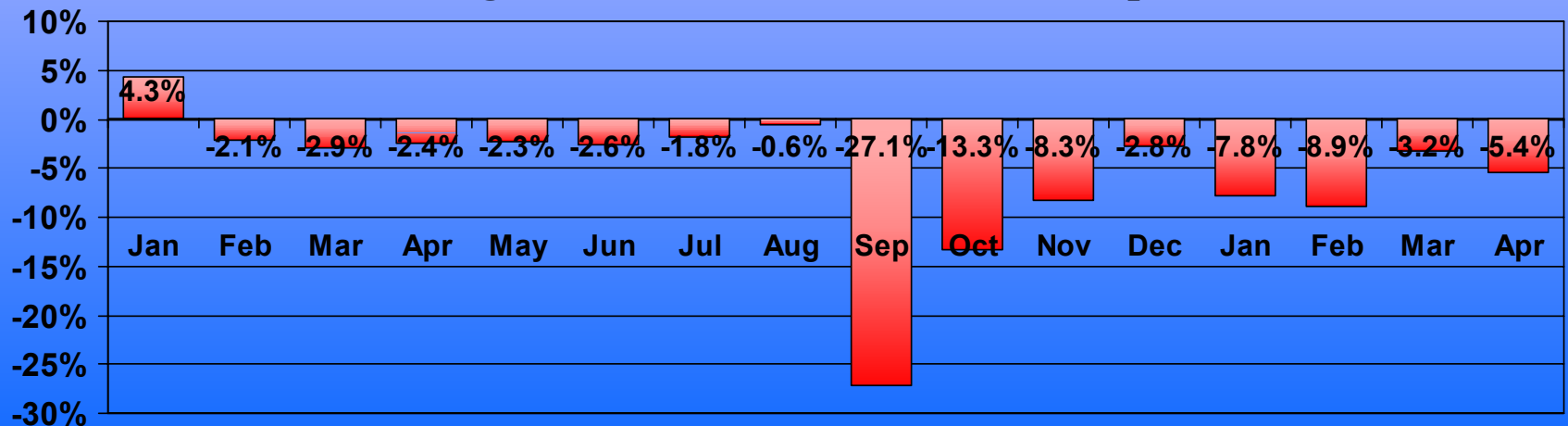


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TM ©1997AOC

## Passengers at Salt Lake International Airport



# Security Roundup



- 15,000 Security Personnel from many local, state and federal agencies
- Roughly 600 “suspicious” parcels and bags investigated (none was a bomb or other threat)
- Several hundred incidents (from traffic accidents to trespassing)
- 15 Arrests at Olympic sites (trespassing, public drunkenness, scalping)
- 25 Arrests at other Olympic events (President’s Motorcade, Bud World)
- False-Positive anthrax test at Salt Lake International Airport
- Unrelated sniper rifle found in mountain forest
- Broken vials of stink bomb chemicals at downtown ticket exchange
- 6 airspace violations (none an intended threat)
- Overall, crime down 13% during Games compared to 2001

# Vacation Hot Spots



## **March Issue of Men's Journal Magazine:**

**Park City listed among the “50 Best Places to Live” and described as an “Olympic dream town.”**



## **April Issue of Money Magazine:**

**Heber Valley selected among the top 10 “Best Places to Vacation 2002” and touted for its proximity to Park City and Salt Lake City as well as its hiking, fishing and golfing opportunities.**





